



VST SHAKTI SAMACHAR

NEWSLETTER FOR THE PERIOD OF : JULY - SEPT - 2016 VOL. XI, ISSUE XI PUBLISHED BY : "TEAM VST"

VST Shakti MT270-VIRAAT 4W



VST Shakti 135DI-ULTRA



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FROM THE EDITOR'S DESK



Greetings and a warm welcome to our VST Shakti Samachar Newsletter for July - September 2016. I am honored to share the contributions of our committed dealers, sales team and all other staff members of VST family. Please visit all the pages to see the wonderful contributors and colorful

events during July - September 2016. You will find interesting facts and figures about VST and its dealers in the pages of VST Shakti Samachar Newsletter. Also, feel free to leave comments and suggestions to share your thoughts.

I appreciate your support and so happy to have you as a reader of VST Shakti Samachar Newsletter.

With thanks and regards,

Abinash Gouda
Branding.

Agri Tex Exhibition - Telangana

Dharwad Krushi Mela - Karnataka

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The Agri Expo - Tamil Nadu

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VST - Milestones

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VST PR Activity



FAREWELL

Mr. Ganesan M., Mr. Gulabjan N., Mr. Gnana Oli A.V. and Mr. Maria Marshal Antony - our four senior employees have completed more than 35 years of service in V.S.T. Tillers Tractors Ltd. It is a great achievement to serve a single company for such a long time period. VST recognizes and appreciates their outstanding service during the last 35 years. VST is glad to have them as part of the VST family and organized a farewell party recently to honor them. We wish them all the very best.



VST ERUDITE

MECHANIC TRAINING PROGRAM - ASSAM

A mechanic training program was conducted at IRM campus Guwahati, Assam in August 2016 where the dealer mechanics and freelance mechanics were trained in servicing and handling the power tillers. The training was conducted by Mr. Pradip Konwar, Service Engineer, RSO, Guwahati and Mr. P. Shivaji, HO, Bangalore.



FARMERS' TRAINING PROGRAM - ASSAM

Farmers' training program was conducted at IRM campus Guwahati, Assam in September 2016 where the farmers were trained in using and handling the power tillers. The training was conducted by Mr. Pradip Konwar, Service Engineer, RSO, Guwahati and visitor session by retired departmental expert on tropic about use of power tiller on different crops on different seasons in Assam.





VST ERUDITE



TRAINING AND AWARENESS CAMP - JAMMU

Training and awareness camp was organized by our dealer M/s. Swastik Agro World to train freelancer mechanics in Jammu in September 2016.



TRAINING PROGRAM - KARNATAKA

M/s. Rytha Mitra organized a training program on Sales and Service and a motivational program at Hassan, Karnataka in September 2016 for all the dealers and mechanics of the area.



TRAINING PROGRAM - GUJARAT

MITA Hydraulic training program was organized by our dealers M/s. Shri Datar Krishi Machinery at Rajkot, Gujarat and M/s. Cama Agencies at Himmatnagar, Gujarat for Gujarat dealers and dealer mechanics in September 2016. The dealer mechanics were trained in Lever operation and how to use transport lock and tipper lock, complete dismantling and assembling of Hydraulic unit and control valve and probable problems and solutions.





VST - RETROSPECTIVE

HOSUR PLANT VISIT FROM GUJARAT

Our dealers M/s. Om Taders from Surat, and M/s. Om Tractors from Tapi, Gujarat organized a farmers' visit to the manufacturing plant at Hosur in September 2016. A walk through was organized for these farmers and an interactive session was held by the branding team to engage them. Mr. Balaji, General Manager, Manufacturing, Hosur plant, Mr. Shenoy, Quality Head for Tractors and Mr. Abinash Gouda from the branding team, were present during the event and interacted with these farmers.

M/s. Om Tractors, Tapi, Gujarat



M/s. Om Traders, Surat, Gujarat



TOP MANAGEMENT INTERACTION WITH FARMERS - GUJARAT

Mr. K .U. Subbaiah, CEO and Mr. Chandra Mouli Sharma, Senior VP - Tillers visited Gujarat and interacted with farmers of Junagadh district to understand their experience in using VST Shakti 130DI power tiller and got feedback and suggestions.





VST - RETROSPECTIVE

MARKET STUDY & 135DI-ULTRA LAUNCH - ODISHA

Market study and keeping an eye on our competitors, field survey from door to door interacting with different farmers, field performance testing of upcoming 16 HP power tiller report, detailed discussions between our volume generating agents and our Senior VP - Tillers and ZM Odisha to improve the sales, interaction with our happy customers and analyzing their feedback for more improvement, comparing and observing competitors' products performance, discussion with farmers to identify the improvement areas were some of the activities carried out during our Senior VP's visit to Bolangir, Odisha in August 2016. Our newly introduced VST Shakti 135DI-ULTRA power tiller was also launched in Odisha in a dealers meet during the visit.



HDFC BANK LOAN MELA - KARNATAKA

HDFC Bank organized a loan mela at Devanahalli, Bangalore in August 2016 to provide low interest loans to customers to buy VST Shakti tractors.





VST - RETROSPECTIVE

CUSTOM HIRE & SERVICE CENTERS' INAUGURATION - KARNATAKA

Mr. Krishna Byregowda, Honorable Agriculture Minister, Government of Karnataka inaugurated Custom Hire and Service Centers at Shrirampura, Chitradurga district and Belavi, Tumkur district, in August 2016.

At Shrirampura, Chitradurga district



At Belavi, Tumkur district



FREE SERVICE CAMP - ODISHA

Our dealer M/s. Seema Enterprises organized a free service camp exclusively for Rice transplanters at Baragarh, Odisha in July 2016.





VST - RETROSPECTIVE

TRACTOR HEALTH CHECKUP CAMP - ODISHA



A tractor health checkup campaign and customers meet was organized at Kamakhyanagar block, Dhenkanal district, Odisha in July 2016.



DEMO PROGRAM - GUJARAT



M/s. King Enterprise, Veraval, Gujarat organized a demo program in July 2016 where interculturing operation was demonstrated in the field using VST Shakti 130DI Power Tiller.



RTP DEMO PROGRAM - MYANMAR

The International Rice Research Institute, Myanmar conducted a Rice Transplanter assembly and demo program at Goe Pin Sa Khan village near Letpadan town, Myanmar in August 2016. The participated farmers were shown the preparation of mat nursery, field preparation, machine maintenance, and machine operation with trouble shooting.





VST - RETROSPECTIVE

RTP DEMO PROGRAMS

A Rice transplanter demo and training program was conducted at Shimoga, Karnataka and at Nagri, Dhamtari, Chattisgarh in August 2016.

At Shimoga, Karnataka



At Nagri, Dhamtari, Chattisgarh



TRACTOR DEMO PROGRAM - KARNATAKA

A demo program was conducted in Raichur district of Karnataka in August 2016 where the working of wet puddling with cage wheel and without cage wheel was demonstrated using VST Shakti VT 224-1D AJAI tractor.



VST - RETROSPECTIVE

DEMO PROGRAM - KARNATAKA

Our dealer M/s. Omega organized a demo program at Gonikoppal, Kodagu district, Karnataka in August 2016 where the working of the newly launched VST Shakti MT270 VIRAAT tractor with side shift gear and power steering was demonstrated and also wet puddling operation with 4 feet rotary was also demonstrated.



DEMO PROGRAM - TELANGANA

A demo program was organized at Mahabubnagar, Telangana in August 2016 to demonstrate the working of tractor mounted Rice transplanter. Many staff members from Agricultural University attended the demo program.



CUSTOMER MEETS - MAHARASHTRA

Customer meets were organized at different dealers point throughout Maharashtra in September 2016. Mr. Jujhar Singh Virk, VP – Tractors inaugurated the events and interacted with the customers and delivered over 300 tractors to the new customers in a span of 6 days. It's a great achievement by the following Maharashtra dealers:

Sangameshwar Agro





VST - RETROSPECTIVE

Kunal Tractors, Georai



Anil Tractors, Osmanabad



Vaishnovmata Tractors, Shirpur



Shree Sai Agro care machinery & Tractors, Nanded



Aditya tractors, Jalna





VST - RETROSPECTIVE

KISAN GOUSHTI - DEHRADUN

VST Tillers Tractors participated in the Kishangousti Exhibition in Deharadun in August 2016. Uttarakhand Chief Minister Mr. Harish Rawat was the chief guest and he inaugurated the exhibition. The honorable Chief Minister visited our stall and tried his hand in operating power tiller.



DISTRICT AGRICULTURAL FAIR - WEST BENGAL

The District Agricultural fair was organized at 24 pargana North, Bongaon, West Bengal in August 2016. V.S.T. Tillers Tractors Ltd. participated at the event and the Agriculture Minister Mr. P. Bose visited our stall and appreciated our effort in farm mechanization.



LOK MELA EXHIBITION - GUJARAT

Our dealer M/s. Shree Vinayak Tractors participated in Lok Mela exhibition held at Jamnagar in Gujarat in September 2016.





VST - RETROSPECTIVE

AGRI TEX EXHIBITION - TELANGANA

Agri Tex - an International Agriculture and Dairy Exhibition was held at Hyderabad, Telangana in September 2016. V.S.T. Tillers Tractors Ltd. participated in the exhibition and our tillers and tractors with different attachments were displayed at the event. , Mr. Parthasaradhi, Agriculture Principle Secretary of Government of Telangana also visited our stall. This event was covered in the local news channel V6.



DHARWAD KRUSHI MELA - KARNATAKA

The Dharwad Khrushi Mela was held at Dharwad, Karnataka in September 2016. V.S.T. Tillers Tractors Ltd participated in the mela and displayed and demonstrated the tractor mounted sprayer, dozer attachment, reaper, tractor height attachment, rotary, water pump set, reversible MB plough and newly launched VST Shakti 135DI-ULTRA power tiller.



AGRI TECH EXHIBITION - TAMIL NADU

Our dealer M/s. Venkateshwara Enterprises, Madurai participated at Agri Tech Exhibition in Madurai representing V.S.T. Tillers Tractor Ltd. in August 2016.





VST - RETROSPECTIVE

PASUMAI VIKADAN AGRI EXHIBITION - TAMIL NADU

Pasumai Vikadan Agri. Exhibition was held at Erode, Tamil Nadu in September 2016. Our dealer M/s.Susil & Co. participated in the exhibition representing V.S.T. Tillers Tractors Ltd. and displayed tillers and tractors with attachments.



THE AGRI EXPO - TAMIL NADU

The Agri Expo organized by the agriculture engineering department was held at Tiruppur, Tamil Nadu in August 2016 and our dealer M/s. Susil Traders participated at the expo representing V.S.T. Tillers Tractors Ltd.



AGRI INTEK EXHIBITION - TAMIL NADU

Agri Intek Exhibition was held at Coimbatore, Tamil Nadu in July 2016. Our dealer M/s. Carmel Agencies participated in the exhibition representing V.S.T. Tillers Tractors Ltd. Mr. P.C.Prasad, DGM also visited our stall.





VST - MILESTONES

EXCLUSIVE POWER TILLER SHOWROOM - GUJARAT

Our dealer M/s. Mahati Tractors at Upleta, Gujarat launched an exclusive power tiller showroom. It was inaugurated by our CEO Mr. Subbaiah K. U. and our Senior VP - Tillers Mr. Chandra Mouli Sharma. Few power tillers were also delivered at the event by our CEO to the new customers.



NEW SHOW ROOM INAUGURATION - UTTAR PRADESH

New showroom was inaugurated by our dealer M/s. Gurunanak Agro at Shahjahanpur district, Uttar Pradesh in September 2016 in presence of CEO Mr. Subbaiah K. U., Mr. Neeraj Gupta and Mr. Mahendra Shrivastava.



VST SHAKTI 135DI -ULTRA LAUNCH - MAHARASHTRA

A program was organized at Pune in September 2016 to launch the newly introduced VST Shakti 135DI-ULTRA power tiller in the Pune territory. The event was inaugurated by senior VP-Tillers, Mr. Chandra Mouli Sharma and was attended by dealers in the area.





VST PR ACTIVITY



Toll Free Number
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VST SHAKTI

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